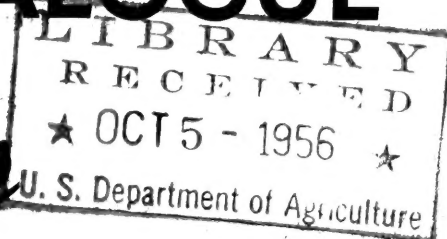


62.09  
1956-1957 SPECIALIST'S

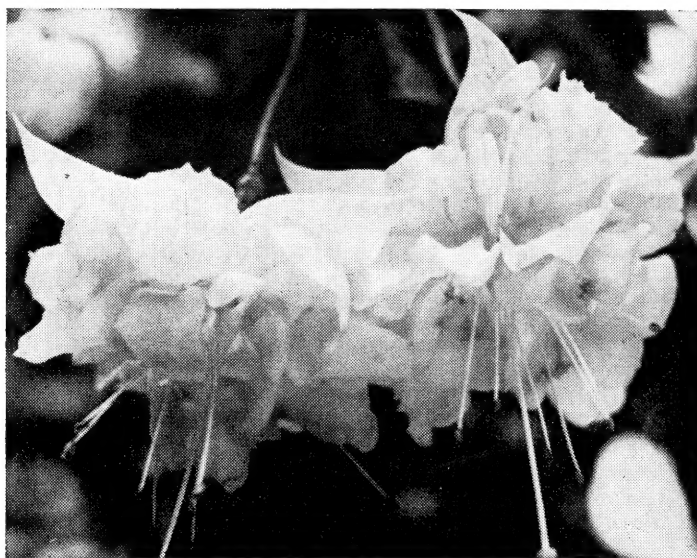
# WHOLESALE CATALOGUE

## *Fuchsias*



*Geraniums*

*Pelargoniums*



**MASTER STROKE**

THIS LARGE NEAR-WHITE IS A REAL NOVELTY  
DESCRIBED ON PAGE 3

## SCHMIDT NURSERY

355 LAMBERT AVENUE

•

PALO ALTO, CALIFORNIA

Palo Alto Phone Davenport 2-4501

*... before ordering*

## *please read these* **TERMS OF SALE**

Orders for all stock offered in this Wholesale Catalogue are being booked now. All orders are promptly confirmed, but are accepted subject to cancellation in case of crop failures and other conditions beyond our control.

No orders shipped that total less than \$5.00. **NOT LESS THAN FIVE PLANTS OF A VARIETY AT WHOLESALE PRICES.**

We do not sell rooted or unrooted cuttings, but only well grown and established plants in 2½" pots.

**Our terms are cash with order**, unless you make other arrangements with us **AT THE TIME YOU ORDER**, for payment at delivery date.

All prices F.O.B. Palo Alto. No charge for packing.

We suggest shipment by Parcel Post and Special Handling. However, if you want us to ship to you by Railway Express, please so indicate on your order.

We are NOT responsible for the safe arrival of plants after they have been accepted in good order by the carrier. **CLAIMS FOR DAMAGE IN TRANSIT** (broken plants, delay in delivery, etc.) **SHOULD BE FILED WITH THE CARRIER ON DELIVERY.**

**Orders will be shipped when plants are ready** and, depending on the stock, that will be in late winter or early spring. However, please **indicate on your order when you would like to have the plants** and we will let you know at once what we can do.

All stock is labeled, true to name as given in this catalogue.

We **never substitute** if sold out of a variety you have ordered and so suggest you **PLEASE GIVE A SECOND CHOICE WHENEVER POSSIBLE.**

*... about ordering Early*



Last season we were sold out of most items in less than a month after our wholesale catalogue was mailed out. This year, again, we expect to be sold out of Pelargoniums and other items **in less than one month** after this catalogue reaches you. Since our production is so limited, we urge you to order as soon as possible after you receive this catalogue. This is not high-pressure business but a statement of fact — each year the late orders are out of luck. Each year we mail back many orders that arrive too late.

This does **not** apply to the new 1957 Fuchsia Introductions. We keep "open book" for them and hope to be able to supply plants even late in the season.

# FUCHSIAS

## 1957 INTRODUCTIONS

Once again — ever since 1939 — we are pleased to offer exclusively, or as co-introducers, the finest of new fuchsia originations by well known hybridizers.

The new introductions are listed alphabetically below. Price schedule is at the end of descriptions, page 4.

**BRIGADOON** (Erickson) — Double corolla violet blue, overlaid and marbled near base and on outside petals with fuchsia pink. Tube and recurved long and broad sepals pink, inside sepals of crepe texture, light green tips. Tall, willowy grower, try also as a hanger. Large, long buds open into very large flowers, even in warm San Jose.

**CARA MIA** (Schnabel) — Originator's description: A trailer of unmatched quality in its particular class. Cara Mia has cascade growth and blooms with the abandon of Cavalier. The semi-double globular corolla is deepest crimson while the long graceful sepals are palest rose-pink, slim, pointed and reflexed. Blooms along entire length of branch. Garden tested — easy to grow.

**CONSTELLATION** (Schnabel) — Originator's description: Medium large ivory white double flowers on a 2 to 3 foot easy to grow bush. The creamy full corolla is backed by clear white pointed sepals. Constellation is larger and more perfectly formed than Flying Cloud. Very small foliage on arching branches. Heat resistant — early blooming.

**DARK SECRET** (Hodges) — Large roundish buds open to a double corolla of deep violet, a few outer petals marked with phlox pink. Short greenish tube and heavy, broad upturned sepals waxy white outside, palest pink and of crepe texture inside. Medium high, bushy grower with fine dark green leaves and many large flowers of telling color contrasts. Another top Hodges introduction.

**GIANT FALLS** (Erickson) — Double globular corolla creamy white, slight pink veining at base of petals. Broad upcurved pink sepals are tipped palest green. Medium sized, deep green leaves, willowy grower good as espalier, but best as a trailer, making long hanging branches. Large buds, large flowers even in warm San Jose. Continuous and heavy bloomer — very fine.

**GRANADA** (Schnabel) — Originator's description: Large double flowers of rich purple with deep carmine sepals whose color runs down into the corolla. The flowers have an opulence unmatched by any other purple excepting the old variety "Royal Purple" which it resembles but Granada is twice as large. Bush is 2 to 3 feet high, has leathery dark leaves on sturdy, upright branches. Heat resistant, free-blooming — fool-proof.

**IMPUDENCE** (Schnabel) — Originator's description: Medium-sized flower of the popular wide-open form. The corolla is composed of four round white petals beautifully veined in rose which open perfectly flat. Sepals are long, slim and light red. The plant is bushy and upright to 3 feet. Heat resistant — free-blooming.

**MASTER STROKE** (Hodges) — Illustrated on front cover. Double corolla white, composed of large pendant center petals and many shorter ones that are attached to the sepals, thereby forming a large corolla as the sepals spread out. All petals curl and twist, some of the center ones are in shape of large petaloids, with added interest in way of pink dots, representing converted anthers. Pink flush on shorter petals and on outside of the very broad, horizontal white sepals. Big, round, ornamental white buds open to a large, full flower with a sepal spread to 4½" in Pacific Grove. Large medium-green leaves, reddish stems, on a willowy grower best staked or espaliered, or as a hanger. This large near-white is a real novelty and bound to make a hit with fuchsia fans.

**ORANGE GLOW** (Munkner) — Single flaring corolla brilliant deep orange; reddish tube and sepals, inside of upturned sepals same color as the corolla, giving the effect of an all-orange flower. Tall, upright grower with medium sized flowers in great profusion. Full sun in the fog belt, some sun in other areas. A showy garden fuchsia.

**SHOW-OFF** (Hodges) — Single corolla of a more brilliant coloring and almost twice as large as the well-known fuchsia "Display." Upright grower with medium-large leaves and lots of flowers. Typical of the very flat singles introduced by the Hodges over the years, Show-Off features a bright color that is showy for quite a distance and should be a good garden fuchsia.

**SIDE SHOW** (Erickson) — Double fluffy corolla white, palest pink undertone, prominently veined rosy pink. Tube and broad upturned sepals deepest red. A hanger with medium sized deep green leaves and an abundance of long lasting large flowers, big even in warm San Jose.

**SILVER BLUE** (Hodges) — Double corolla a lovely soft silvery blue, paler toward center and near-white at very base of petals. Outer petals are attached to the broad white horizontal sepals, forming a big, round corolla when fully open. Greenish flush on short waxy tube and sepal tips, rose pink at the base of sepals, which spread over 4" in Pacific Grove. Medium-large deep green foliage on well branched, upright bush of medium height. Most attractive coloring and altogether one of the finest big double fuchsias.

**SILVER SLIPPER** (Hodges) — Illustrated on back cover. Double corolla white, slightly veined light pink near petal base. Medium tube and long, narrow upcurved sepals (spread up to 5" in Pacific Grove) soft pink, deeper at base of sepals. Beautiful long buds add considerably to the display. Medium sized deep green leaves on well branched plant, very free blooming and best displayed as a hanger. It's a larger, more double "Miss California" and so should become very popular.

**SNOW BUNNY** (Hodges) — Double corolla creamy white, shot with faintest pink flush, particularly near the base of the shorter outer petals. Medium sized waxy tube and broad upturned sepals white, rose edging at base of sepals. Medium-small light green leaves on good grower, with fully double, globular medium-large flowers produced in profusion. Best displayed as a hanger. Our choice as one of the best proportioned double fuchsias—one that should be a big hit.

**Please note** that we cannot accept your order for any of the above described non-patented 1957 Fuchsia Introductions unless your order is accompanied by a signed Propagating Agreement. For your convenience a copy of it, printed on yellow paper, has been inserted in this catalogue.

We hope to have a good stock of 1957 Fuchsia Introductions on hand throughout the season, but strongly advise early ordering if you want early delivery.

**WHOLESALE PRICES** for Brigadoon, Cara Mia, Constellation, Dark Secret, Giant Falls, Granada, Impudence, Master Stroke, Orange Glow, Show-Off, Side Show, Silver Blue, Silver Slipper and Snow Bunny. Strong plants grown in 2½" pots:

5 plants of one variety.....	each 45c
10 plants of one variety.....	each 40c
25 or more of one variety.....	each 35c

Established **minimum RETAIL PRICE** for Brigadoon, Cara Mia, Constellation, Dark Secret, Giant Falls, Granada, Impudence, Master Stroke, Orange Glow, Show-Off, Side Show, Silver Blue, Silver Slipper and Snow Bunny, **for the entire year of 1957** is 75c each for plants in 3" pots or smaller containers, \$1.00 each for 4" pots or large containers.

## GENERAL COLLECTION OF FUCHSIAS

### INCLUDING 1956 INTRODUCTIONS

Upright growing varieties listed below. Hanging-pot or trailing fuchsias listed as a group on page 5.

**ANNA MARIE** — Double deep purple, broad sepals red. Large flower, very fine. **20c.**

**BERKELEY** — Large double glowing rose, pale sepals. Strong grower, easy. **17½c.**

**CAMILLE** (1956) — Double glowing\*deep cerise rose-red. Good grower. Showy. **20c.**

**CARMEL BLUE** (1956) — Long single, lovely blue, sepals white. Strong grower. **20c.**

**DESERT SUNSET** (1956) — Double, various deep sunset colors. Try as hanger. **20c.**

**EASTER BONNET** — Double deep rose pink. Low, bushy grower. Tops. **20c.**

**EL CAMINO** — Double white, heavily veined rose. Bushy grower, free bloomer. **17½c.**

**EMELITA** — Long single violet blue, long rose sepals. Beautiful flower. **25c.**

**FLYING CLOUD** (Patented) — Still the best grower among the double whites. **35c.**

**JAMBOREE** — Large double orange carmine. Flower of wonderful quality. **20c.**

**PINK CLOUD** (1956) — Finest large flowered single pink. Strong grower. **20c.**

**PINK PARFAIT** — Double "strawberry ice-cream pink." **17½c.**



**PERSIA** (Evans) — Double purple and pink, sepals white to pink. **25c.**

**RUBEO** — One of the best all around performers ever introduced. **17½c.**

**SAN LEANDRO** — Fine big double red. A strong grower, tall. **17½c.**

**SANTA LUCIA** (1956) — Double pink, red sepals. Strong grower. **20c.**

**SHY LADY** (Trade Mark Reg.) — Double lovely light peach. Fine form. **35c.**

**SILVERADO** (1956) — Double pale orchid or pastel pink. Semi-trailer. **20c.**

**SILVER QUEEN** — Semi-double silvery lilac. Profusion of medium size flowers. **25c.**

**SLEIGH BELLS** — The finest large single white. Strong grower. Popular. **20c.**

**TIPTOP** (1956) — Single deepest violet, bright red sepals. Strong grower. **20c.**

**VOODOO** (Patented) — Large double deepest violet purple. Tops everywhere. **35c.**

## HANGING POT or TRAILING FUCHSIAS

**BALI HI** (Patented) — Double mauve-blue, sepals near white. Free bloomer. **35c.**

**COLONIAL DAME** (1956) — Large double medium pink. Strong grower. **20c.**

**DUCHESS OF CHATELAINE** — Double white, sepals pink. Large flower, free flg. **25c.**

**ENCHANTED** (Patented) — Large double campanula blue. One of the best. **35c.**

**GIANT PINK ENCHANTED** — Large double pink, darker veins. Strong grower. **20c.**

**GOLDEN MARINKA** — Each leaf variegated, deep red flowers. Easy. **20c.**

**LILIBET** — Double rose, sepals near-white. Strong grower, very large flower. **17½c.**

**MAYFLOWER** (1956) — Double light pink, sepals deeper. Fine large flower. **20c.**

**MOON MIST** (1956) — Semi to double faintest blush. Large, but exquisite. **25c.**

**PINTO** (1956) — Double white, splashed cerise-rose, sepals red. Free flower. **20c.**

**SAN JOSE** — Double white, red sepals. Very large, free flowering, recommended. **20c.**

**SO BIG** — Very large double white, long pink sepals. Good seller. **17½c.**

**STARRY TRAILS** (1956) — Long single rose bengal; long sepals light pink. **20c.**

**STREAMLINER** (Patented) — Double, long all red. Large flower, heat tolerant. **35c.**

**SUMMER SNOW** (Trade Mark Reg., 1956) — Semi-dbl. white. Nat. trailer. Tops. **35c.**

**TINKER BELL** — Single near-white, long sepals pink. Very free flg.; popular. **17½c.**

## LADY WASHINGTON GERANIUMS

Also known as Show, Fancy or Martha Washington Geraniums, and often as just plain Pelargoniums. Botanically *Pelargonium domesticum* varieties.

The following are not 1957 novelties, but new introductions of 1955, 1954 and other recent dates.

**CHERIE** — Ruffled palest pink with rose spot in each petal. **30c.**

**CHERRY PINK** — Frilled palest blush, red markings in top petals. **30c.**

**CIRCUS DAY** — Medium pink, top petals marked deeper. Very large flowers. **25c.**

**DARK CONSPICUOUS** — Several shades darker than popular Conspicuous. **30c.**

**DAWN** — Very large, soft salmon pink, apricot undertone, darker top petals. **30c.**

**DELILAH** — Orchid pink, top petals velvety red-brown, salmon flush. Lg. flower. **30c.**

**EL ENCANTO** — Soft salmon pink, lighter at center. Long blooming season. **35c.**

**GERONIMO** — Glowing blood red on fairly low plant. Distinctive. **30c.**

**GRAND SLAM** — Tops as leading rosy red in U. S. and Europe. **25c.**

**HOLIDAY** — Ruffled blushed white, top petals maroon and strawberry. **30c.**

**JOY** — Ruffled bright coral red, near-white center and edges. Attractive. **35c.**

**LAVENDER GRAND SLAM** — Deep orchid lavender sport of Grand Slam. **30c.**

**ROGUE** — Larger and a livelier red than other dark ones (Fifth Avenue). **35c.**

**WHITE CLOUD** — The first all-white Lady Washington geranium on market. **30c.**

**YUCATAN** — Large rosy red with an orange flush. Blooms well. Excellent. **30c.**

(Continued on Page 6)

# *Peperomia*

## THREE NEW 1957 INTRODUCTIONS

**HAPPY DAYS** (Schmidt) — Lovely salmon pink, recommended for perpetual bloom. **LA PALOMA** (Schmidt) — White with palest flush, top petals marked pale mauve.

**WEDDING GOWN** (Schmidt) — Ruffled glistening white, palest green at very center, no markings of any kind.

### WHOLESALE PRICES FOR ABOVE THREE 1957 INTRODUCTIONS:

5 plants of one variety.....each 80c	25 or more plants of one variety.....each 50c
10 plants of one variety.....each 60c	100 or more plants of one variety.....each 45c



**SILVER SLIPPER**

**VERY FREE BLOOMING HANGER  
DESCRIBED ON PAGE 4**

## SCHMIDT NURSERY

355 Lambert Avenue

Palo Alto, California

Palo Alto Phone Davenport 2-4501

Wm. E. Schmidt, originator and grower, thirty-two years in the nursery business.  
Member of the American Fuchsia Society, International Geranium Society, California Horticultural Society, California Association of Nurserymen, American Association of Nurserymen, Strybing Arboretum Society and the American Horticultural Council, Inc.

*We are a Pinto Tag Nursery*

BLAKE PRINT, PALO ALTO







**355 Lambert Avenue • Palo Alto, California**

**355 Lambert Avenue • Palo Alto, California**

NURSERY NAME \_\_\_\_\_ (Please print plainly)

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

SHIPPING ADDRESS, IF DIFFERENT  
FROM MAILING ADDRESS:[illegible]

QUAN.		AMOUNT FORWARDED	
		TOTAL	
		AMOUNT FOR POSTAGE IF WANTED BY PARCEL POST	
		AMOUNT ENCLOSED	

# AGREEMENT

with the Schmidt Nursery

## Covering the New 1957 Fuchsia Introductions

This agreement covers the following 1957 Fuchsia Introductions: Brigadoon, Cara Mia, Constellation, Dark Secret, Giant Falls, Granada, Impudence, Master Stroke, Orange Glow, Show-Off, Side Show, Silver Blue, Silver Slipper and Snow Bunny.

Excepting the above named fourteen varieties and all the patented and Trade Mark Reg. varieties listed in this catalogue, there are no propagating restrictions on any of the other varieties listed in this 1956-1957 Wholesale Catalogue.

The undersigned purchaser hereby agrees NOT TO PROPAGATE FOR ANY PURPOSE, wholesale or retail, or sell without the individually furnished copyright label bearing the variety name and the name of the originator, any or all plants of above named 1957 Fuchsia Introductions BEFORE JANUARY 1, 1958. The undersigned further agrees not to sell the said variety named fuchsia plants at retail for less than the minimum retail price set forth in this 1956-1957 catalogue on page 4, except as otherwise provided in the Fair Trade Act applicable.

The undersigned purchaser further agrees, that in case he should give away, exchange, or sell for any price, any or all plants of the varieties covered by this agreement and purchased from the Schmidt Nursery, 355 Lambert Avenue, Palo Alto, to any other professional grower or nursery, *he will inform the other professional grower or nursery of the above described Propagating Restrictions covering the 1957 Fuchsia Introductions in question.*

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Date

---

Please Print — Name of Nursery

---

Signed by

---

Street or R.F.D.

---

City

Zone

State

### NO PATENT LABELS FOR SALE

We will **not** sell any patent labels in 1957. For labels of Tired varieties, address: Horace M. Tired, 168 Lunado Court, San Francisco 27, Calif. For labels of other patented or Trade Mark Reg. varieties, address the originator.

# AGREEMENT

with the Columbia University

Covering the New 1937 Faculty Positions

The new faculty positions in the Department of Chemistry, Columbia University, for the year 1937, have been determined by the Faculty Committee on the basis of the recommendations of the Department of Chemistry and the Department of Physics.

The Department of Chemistry has recommended the following positions for the year 1937: one position in Organic Chemistry, one position in Inorganic Chemistry, one position in Physical Chemistry, and one position in Analytical Chemistry.

The Department of Physics has recommended the following positions for the year 1937: one position in General Physics, one position in Experimental Physics, and one position in Theoretical Physics.

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